

COMMUNITY WORKSHOP

April 21, 2010

The following is a summary of information provided during the La Quinta General Plan update workshop conducted on April 21st from 5:30 to 8:00 at the La Quinta Library. The interactive workshop provided general information on the update effort that included a video presentation and four interactive stations on topics germane to quality of life in La Quinta.



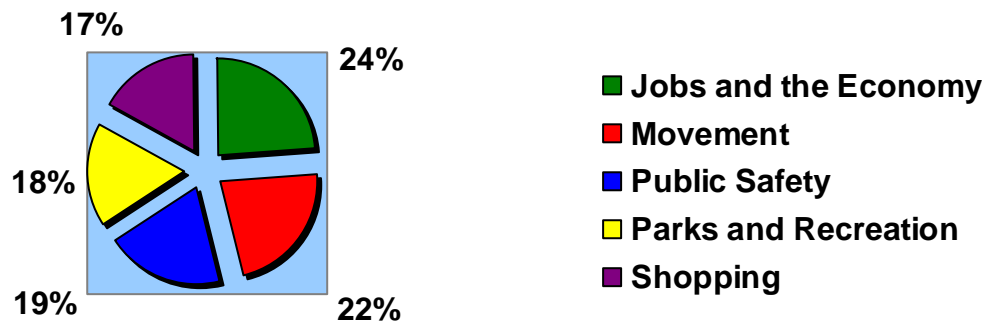
Right: Planning Staff explaining the Housing Preferences station. Left: The "Penny Weight" exercise, where participants decide on the importance of different issues.

Attendance:

The workshop sign-in sheet identified 32 people. It was estimated that a half-dozen visitors did not sign in. Many of the participants spent approximately 45-60 minutes at the workshop.

Penny Weight:

Participants were given a “budget” of 10 pennies and asked to “weigh in” on how important the topics were to them and the future of La Quinta.



Penny Count	
Jobs and the Economy	72
Movement	67
Public Safety	58
Parks and Recreation	53
Shopping	51
Total Pennies Voted	301



Today and Tomorrow:

Participants were asked to provide comments on the positives and areas of improvement for La Quinta, both for today and the community’s future. The following comments were provided:

Preserve and Enhance (Things to like about La Quinta)

- I’ll meet you at: Old Town coffee shop/wine bar/farmer’s market
- Variety of Housing- choices for different lifestyles
- Most Important Places: My house, Old Town, Highway 111
- Old Town: design, variety of uses, mixed use
- Highway 111: develop mixed use and large parcels for mixed use
- Challenge: SR FIB Within City, Compatible and Transport
- La Quinta City Image, Arts Festival, Bob Hope Classic- Needs Improvement

Streetscape- Make a statement that expresses "La Quinta" creative, identifiable, memorable

Landscape attentively maintained, plant selection, desert-adopted, color

Scenic vistas, most memorable Washington Street

Old Town, great food, walk-able, charm, second floor overlook, people watching, interaction between inside and out

No street lights, dark sky

Village should be more of a destination and more like Old Town

Future Challenges (Things one might want changed)

Development with integrated solar (8)

Development with water conservation (8)

Allowing/integrating small scale neighborhood convenience commercial (2)

Light Industrial (more jobs in light industrial) (2)

Bigger dog parks with area to run free (4)

Enhance recreational opportunities

Increase accessibility to Fritz Burns Pool (healthy kids, healthy city)

Close the deal with SilverRock

We need hotels and to market SilverRock; increase jobs

Pursue Metrolink to Coachella Valley (via CVAG) (1)

More parking in Village (for general and special event purposes) (1)

Underground power poles (4)

H2O conservation in existing development with incentives (4)

Cost analysis of our police force

Establish uniform mailboxes in cove, especially along Eisenhower

Establish an unambiguous parking code for where vehicles can park (street or driveway)

Establish a code to require storage to be out of sight for residential (trailers, boats, RVs) (1)

Underground all power lines/utilities in Cove

Create a "blighted areas fund" to put wires underground (or use redevelopment area funds) (2)

Review code enforcement policies (5)

Enforce revenue from vacation rentals (examine) (5)

Examine overexpansion i.e. Vista Santa Rosa

Input on Salton Sea (1)

Make a new large (1/2 square mile or larger) park and recreation, big grassy park area (1)

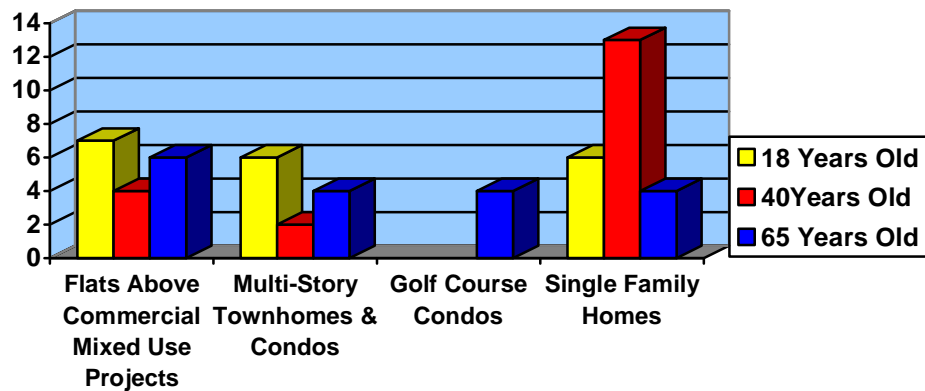
Less office, more restaurant and retail in the Village

Need a light at Esplanade entrance on Jefferson (or at least a stop sign)

** numbers in () represent participants agreeing with posted comment.*

Housing Preferences:

Participants were asked to identify the type of housing they would prefer based upon three different age groups and four housing types. Each housing type was represented by a collection of photos.



Comments: Need more affordable housing so our workers can live here
Housing should be close (within walking distance) to shopping
More mixed use in Village Area
Housing built over commercial

Graffiti Table:

Participants were asked to view an aerial map of La Quinta and to provide any comments they believe to be important to consider for the future of the city.

- More retail and restaurant in Village, more "Old Town" on surrounding streets, destinations for tourists
- Why doesn't La Quinta have industrial zones?
- Future sound wall- Laguna De La Paz- north side of Eisenhower
- No more residential along Washington Street
- Need bookstore, more national retailers like Old Navy, Ultra, Jo Ann Fabrics or Michael's (craft store)
- Entire Village needs to be more like Old Town- several streets of restaurant/retail...a destination for visitors and residents
- Put a movie theater in La Quinta
- Slow growth, keep LQ quaint, build-out current commercial zones, no annexation, focus on quality of current homes/businesses, maintain natural beauty resources (stay funky)

Final Thoughts:

A flip chart was placed just outside the exit of the meeting room and the following comments were provided:

- Very nice presentation
- Well organized and productive
- Very Informative